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An opportunity to embrace more confident creativity in dynamic times

How creative do you feel?

How much value do you place on good process? (What is it worth?)

How confident are you with the fundamentals of what makes a good process?

How do you encourage more creative approaches to problem-solving?

How much enjoyment is evident in your normal working practices?

In a time when creativity is consistently highlighted by international business leaders as the single most important attribute for continued business success, how can we establish more creative approaches as the foundation for brilliant outcomes?

Background:

Most commercial activity can be broken down into a mix of process and product. The product may take different forms, but poor process is likely to deliver a sub-optimal product. A focus on creative process workshops has grown out of more than a decade of engagement with the fundamentals of what makes good process; as the foundation for a good product. It also fundamentally recognises the inherent value of a good process – to build lasting commercial and personal capital.

It blends this foundation with proven approaches that foster more confident creativity within teams and as individuals. The activity has grown out of an understanding that good process is essential to businesses and critical to personal growth within a time of dynamic and accelerating change.

Objective:

The simple objective of the workshop is to provide valuable experience of creativity in action. A structured and immersive session will be used to foster more creative confidence and to debunk the myth that creativity is the preserve of the few. It will blend creative activity with an interactive discussion to explore the nature of good process and creative thinking. It will explore creativity and innovation. It will also examine some of the barriers to adoption of more creative approaches to problem-solving and collaborative team activity.